

Media Momentum

Other ads, such as those in the footwear division, are sometimes produced in New York. "It just depends on what the criteria for the design concept of the ad is, i.e., do we need models, are we going to accessorize it," explains McClure. "We try to do everything here at the home office that is physically possible within our own means, using our resources as opposed to going to an outside studio."

Currently in production are the Christmas ads for this year. "All these toys you see displayed are for a special multi-page effort to appear in the November/December issue of *People* magazine," says McClure. "Also KE has us doing an ad for the September issue of *Sports Illustrated* on our quality exercise equipment."

In the back-to-school bibles of America's young—*Teen*, *Seventeen*, and *Young Miss*—Media Momentum has produced fifteen pages of advertising running in each. They were created at the home office with some of the photography shot in Dallas. "These ads add a totally different look to K mart's advertising campaign. That's why we ask the people on the magazine make-up staff to position our ads opposite something other than editorial, something that might tie in or relate to our product. Even coordinating the colors of a spread produces a desirable effect that entices the reader to notice our ads."

Understanding why certain magazines are successful and carry a wide circulation is vital to placing an ad. "When you

go into a magazine, you first have to realize that the readers put a lot of credibility into that magazine's content, including its advertising," says McClure. "These readers are loyal to the editorial content and that's why our ads should project the proper image of the Corporation."

Also, knowing what readers you are reaching is important. We talked with some people from *TV Guide*, second largest magazine in circulation, (number one being *Reader's Digest*) about how this type of information is obtained.

A Simmons research, similar to the TV Nielsen studies, is conducted to determine what kind of people read a certain magazine, the average income level, what those people look for in advertising, etc. One study revealed readers would like to see swimsuit styles which was our cue to show what we had in swimsuit apparel. And by K mart being in both *TV Guide* and *Reader's Digest*, we can reach half of America with our advertising.



Mike McClure, Director of Media Momentum